

ABSTRACT

Hydrophobically modified vinyl pyrrolidone polymers which  
5 are copolymers having a vinyl pyrrolidone backbone and  
pendant hydrophobic side chains are useful in laundry  
detergent compositions to improve detergency and/or  
antiredeposition. The pendant hydrophobic side chains  
preferably comprise alkyl chains containing from 4 to 20  
10 carbon atoms and may be linked to the backbone via an ester  
linkage.